

**ACME MARKETS*****O LOCATIONS WITH 1 UNIVERSAL PACKAGE  
MERCHANDISER:***

- R. J. REYNOLDS REPRESENTATIVES WILL RETAG AND  
LOAD FIXTURES BASED ON REVISED PLAN-O-GRAMS.
- RJR MAINTAINS TOTAL TOP SECTIONS FOR PROMOTIONAL  
ITEMS AND LEGEND BRANDS.
- PHILIP MORRIS WILL TAG THEIR BRANDS, BASED UPON  
ALLOCATED SPACE.
- TARGET DATE: MID-MAY 1995.

***O SELF-SERVICE AND NON-SELF-SERVICE CARTON  
FIXTURES:***

- PHILIP MORRIS WILL RE-PLAN-O-GRAM FIXTURES BASED  
UPON REVISED AUTHORIZATION STARTING AT THE THIRD  
SHELF.
- R. J. REYNOLDS WILL CONTINUE TO MAINTAIN TOP TWO  
SHELVES.

***O AUTHORIZED POINT OF SALE***

- R. J. REYNOLDS WOULD HAVE ONE (1) FULL PRICE  
AND ONE (1) SAVINGS POS, ALONG WITH LEGEND.
- PHILIP MORRIS WOULD HAVE ONE (1) FULL PRICE AND ONE  
(1) SAVINGS POS TO BE ATTACHED TO CANOPY.
- TARGET DATE: MID-MAY 1995.

***O LOCATION WITH TWO (2) UNIVERSAL PACKAGE FIXTURES.***

- PHILIP MORRIS WILL INSTALL THEIR FIXTURE AND  
REPLACE ONE (1) R. J. REYNOLDS FIXTURE.

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- PHILIP MORRIS WOULD TAG AND LOAD INDUSTRY ON  
THEIR FIXTURE.
- R. J REYNOLDS WOULD LOAD RJR FIXTURE, BASED UPON  
REVISED PLAN-O-GRAM.
- RJR AND PHILIP MORRIS WOULD BOTH HAVE 50% OF  
LOCATIONS AT THE EXPRESS CHECKLANE. ATTACHED IS  
LIST OF LOCATIONS WITH TWO (2) UPMS. RJR NO. 1  
LOCATION IN STORES 1 THROUGH 34.

**O LEGEND FLOOR DISPLAY**

- SHOULD BE RE-PRESENTED TO ALL MANAGERS FOR THE  
PURPOSE OF PLACING ACME'S BRAND ON SELF-SERVICE.

*Frank Pelczar*

*Buyer, Acme Mkts.*

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